

ORDER

Print Date 07/19/12 Page 1 of 4

Flight Dates 07/24/12-07/30/12

Product

Wil Cardon for Senate 2012

Original Date / Revision

Contract / Revision

15% Agency Com

07/19/12 07/19/12

304757

Billing Contact

Advertiser Cardon / Republican / Senate

PO Box 288

Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

Sales Office EWSDC

500 N Washington Street - Suite #3

Sales Region NAT

Alexandria, VA 22314

Agency Ref

Order Sep 00:10:00

TV: 07240730 :30's

Estimate # Alt Order #

Billing Type Cash

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes

POL

POL

CAND

Product Codes PL

Advertiser Ref

Priority

P-6

Primary Account Executive

Dave Lombardo

Order% Start Date Account Executive End Date Dave Lombardo 100% Tanya Winscott %

Order Share %	Market	Value
Y .		

Competir	ng Station %	6 of Order	Amount
CABLE		%	
KASW	•	%	
KDRX		%	
KPHO		%	
KPNX		%	
KPPX		%	
KSAZ		%	
KTVK		%	
KTVW		%	
KUSK		%	
KUTP		%	
UNKWN		100%	

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount July 2012 \$28,279,50 \$33,270.00 \$33,270.00 74 0.00 06/25/12 07/29/12 \$28,279,50 74 August 2012 16 \$6,846.75 \$8,055.00 0.00 07/30/12 07/30/12 16 \$6,846.75 \$8,055.00

90 \$35,126,25 \$41,325.00 Totals 0.00

									Tota	ls
Ln Ch Start End	Inventory Code	Break	Start/End T	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 KNXV 07/24/12 07/30/1	2 M-F 5-6am M-F 5-6am	CM	5am-6am	22222	:30	10	\$100.00 P-3	0.00 NM	10	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12	-2222	Spots/Week 8 2	<u>Rate</u> \$100.00 \$100.00	<u>Rating</u> 0.00 0.00	_					
2 KNXV 07/24/12 07/30/1	2 M-F 6-7am M-F 6-7am	СМ	6am-7am	22222	:30	10	\$225.00 P-3	0.00 NM	10	\$2,250.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						



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Flight Dates 07/24/12-07/30/12

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Start Date												<u>Tot</u>	als
Sign Date End Date Weekdays Spots September Septembe					Break	Start/End 1		Len Spo	ots_	Rate Pri	Rtg Type	Spots	Amount
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Start Date End Date Weekdows Stots/Week Rate Week 07/23/12 07/29/12 2-222 8 \$225.00 0.00								.20	10	\$225 00 D 2	0.00 NM	40	60 050 00
Week: 07723/12 07729/12 2-222 8 \$225.00 0.00				M-F 7-9am				:30		\$225.00 P-3	O.OU NIM	10	\$2,250.00
Week: 07/30/12 09/05/12 2 2 \$225.00 0.00							-					ŀ	
Start Date End Date Weekdays Spots/Week Rate Week-07/23/12 O7/29/12 O7/2				·-	2								
Saf-Zam Good Moming				Sa 6-7am GMA	CM	*****		•30	1	\$75.00 P-6	0.00 NM	1	\$75.00
Sist Date End Date Weekdays Spots/Week Rate Rating Sist Date Sist Date Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/		27,120	,_ 0,,_0,,_			Carri-r airi	3	.00	['	Ψ/ 0.00 1 -0	0.00 14141	'	φ/3.00
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Siart Date End Date Weekdays Spots/Week Rate Rating Siart Date Cry23/12 Cry23/12													
Start Date End Date Weekdays Spots/Week Rate Rating	5 KNXV	07/29/	12 07/29/12			6am-7am	s	:30	1	\$75.00 P-6	0.00 NM	1	\$75.00
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Week: 07/23/12	E 6 KNXV	07/24/1	12 07/30/12		СМ	9am-10am	11111	:30	5	\$100.00 P-3	0.00 NM	5	\$500.00
Week: 07/23/12	Sta	art Date	End_Date	<u>Weekdays</u>	Spots/Week	Rate	Rating		- }				
7 KNXV 07/24/12 07/30/12 M-F 1tam-12pm CM 11am-12pm 11111 :30 \$ \$80.00 P-6 0.00 NM 5 \$400.00 Start Date	Week: 07	/23/12	07/29/12										
ABC15 News at 11AM	Week: 07	/30/12	08/05/12	1	1	\$100.00	0.00						
Week: 07/23/12 07/29/12 -1111	7 KNXV	07/24/1	12 07/30/12	•		11am-12pm	11111	:30	5	\$80.00 P-6	0.00 NM	5	\$400.00
Week: 07/30/12 08/05/12 1 1 \$80.00 0.00	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating		ļ				
8 KNXV 07/24/12 07/30/12 M-F 430pm-5pm CM 430pm-5pm 11111 :30 5 \$225.00 P-6 0.00 NM 5 \$1,125.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/23/12 08/05/12 1 1 \$225.00 0.00 9 KNXV 07/24/12 07/30/12 M-F 4pm-430pm CM 4pm-430pm 11111 :30 5 \$200.00 P-6 0.00 NM 5 \$1,000.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/23/12 07/29/12 -1.111 4 \$200.00 0.00 Week: 07/30/12 08/05/12 1 1 \$200.00 0.00 10 KNXV 07/24/12 07/30/12 08/05/12 1 1 \$200.00 0.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/30/12 08/05/12 1 1 \$200.00 0.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 11 KNXV 07/24/12 07/30/12 07/30/12 08/05/12 1 1 \$450.00 0.00 Start Date End Date Week(adys Spots/Week Rate Rating Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 11 KNXV 07/24/12 07/30/12 07/30/12 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm CM 6pm-630pm CM 6pm-630pm CM 5pm-630pm CM 5pm-63					4								
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Week: 07/30/12											Į.		
9 KNXV 07/24/12 07/30/12 M-F 4pm-430pm CM 4pm-430pm 11111 :30 5 \$200.00 P-6 0.00 NM 5 \$1,000.00 Start Date					· ·								
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Week: 07/30/12 08/05/12 1 1 \$200.00 0.00 10 KNXV 07/24/12 07/30/12 M-F 5pm-530pm CM 5pm-530pm DM-F 5pm-530pm CM 5pm-530pm DM-F 5pm-630pm DM-F 6pm-630pm DM-F 6pm-630p											J		
10 KNXV 07/24/12 07/30/12 M-F 5pm-530pm CM 5pm-530pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 5pm-530pm		100110	2012-110		1	.]		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 11 KNXV 07/24/12 07/30/12 M-F 6pm-630pm CM 6pm-630pm M-F 6pm-630p					СМ			:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 11 KNXV 07/24/12 07/30/12 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm CM 6pm-630pm 11111 Start Date End Date Weekdays Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 U.00 V.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 U.00 12 KNXV 07/28/12 07/28/12 Sa 6pm News SA 6pm-630p CM 6pm-630pS- :30 1 \$250.00 P-3 0.00 NM 1 \$250.00 P-3 0.00 NM	Sta	rt Date	End Date		Snots/Week	Rate	Rating						
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M-F 6pm-630pm Start Date				1	1								
Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 12 KNXV 07/28/12 07/28/12 Sa 6pm News SA 6pm-630p CM 6pm-630p S- :30 1 \$250.00 P-3 0.00 NM 1 \$250.00	11 KNXV	07/24/1	2 07/30/12		СМ	6pm-630pm	11111	:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 12 KNXV 07/28/12 07/28/12 Sa 6pm News SA 6pm-630p CM 6pm-630p S- :30 1 \$250.00 P-3 0.00 NM 1 \$250.00 P-3 0.00 NM	Sta	<u>rt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating]		
12 KNXV 07/28/12 07/28/12 Sa 6pm News CM 6pm-630pS- :30 1 \$250.00 P-3 0.00 NM 1 \$250.00 SA 6pm-630p			07/29/12	-1111		\$450.00	0.00						
SA 6pm-630p					1								
Start Date End Date Weekdays Spots/Week Rate Rating	12 KNXV	07/28/1	2 07/28/12		СМ	6pm-630p	 \$-	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
	<u>Sta</u>	rt Date	End Date		Spots/Week	Rate	Rating				1		
Week: 07/23/12 07/29/12S- 1 \$250.00 0.00	Week: 07/	23/12	07/29/12	s-	1		0.00						



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<u>Original Date / Revision</u> 07/19/12/ 07/19/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Tota Spots	als Amount
13 KNXV 07/29/	12 07/29/12	Su 5pm News SU 5pm-530pm	CM Vews	5pm-530pm	- S	:30	1 \$250.00 P-3	0.00 NM	1	\$250.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00					
14 KNXV 07/24/	12 07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111	:30	5 \$750.00 P-3	0.00 NM	5	\$3,750.00
<u>Start Date</u> Week: 07/23/12 Week: 07/30/12	End Date 07/29/12 08/05/12	<u>Weekdays</u> -1111 1	Spots/Week 4 1		<u>Rating</u> 0.00 0.00	1 1 1 1				
15 KNXV 07/28/	12 07/28/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	S-	:30	1 \$450.00 P-3	0.00 NM	1	\$450.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					
16 KNXV 07/30/1	12 07/30/12	Monday Prime C Castle	CM	9pm-10pm	M	:30	1 \$3,500.00 P-2	0.00 NM	1	\$3,500.00
<u>Start Date</u> Week: 07/30/12	<u>End Date</u> 08/05/12	<u>Weekdays</u> M- 	Spots/Week 1	<u>Rate</u> \$3,500.00	Rating 0.00					
17 KNXV 07/25/1	12 07/25/12	Wednesday Prim Final Witness	e C CM	9pm-10pm	W	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdavs W	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
18 KNXV 07/27/1	2 07/27/12	Friday Prime A Shark Tank	СМ	7pm-8pm	- F	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
E 19 KNXV 07/27/1	2 07/27/12	Friday 8-10pm Friday 8-10pm	СМ	8-10pm	F	:30	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
E 20 KNXV 07/27/1	2 07/27/12	Friday 8-10pm Friday 8-10pm	СМ	8-10pm	F	:30	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00			Ì		-
21 KNXV 07/28/1	2 07/28/12	ABC Saturday Pri Saturday Prime	me CM	7pm-10pm	- \$-	:30	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00			ł		
22 KNXV 07/29/1	2 07/29/12	Sunday Prime A AFHV	СМ	6pm-7pm	S	:30	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00			l		
23 KNXV 07/24/1	2 07/30/12	M-F 10-1035pm 10pm News	СМ	10pm-1035pr		:30 5	\$850.00 P-3	0.00 NM	5	\$4,250.00
<u>Start Date</u> Week: 07/23/12 Week: 07/30/12	End Date 07/29/12 08/05/12	<u>Weekdays</u> -111 1- - 1	Spots/Week 4 1	<u>Rate</u> \$850.00 \$850.00	Rating 0.00 0.00					
24 KNXV 07/28/1	2 07/28/12	SA 10-1035pm 10pm News	СМ	10pm-1035pr		:30 1	\$450.00 P-3	0.00 NM	1	\$450.00
Start Date Week: 07/23/12	End Date 07/29/12		Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00			l		
25 KNXV 07/29/1		····	СМ	10pm-1035pr	n -S	:30 1	\$850.00 P-3	0.00 NM	1	\$850.00



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00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

										Tota	<u>ls</u>
Ln Ch Start	End_	Inventory Code	Break	Start/End	Time Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
<u> </u>		SU 10-1035pm 10pm News									
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	•	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00						
26 KNXV 07/24/1	12 07/30/12	M-F 1035pm-1102 Nightline	pm CM	1035pm-11	02pm 11111	:30	5	\$350.00 P-3	0.00 NM	5	\$1,750.00
<u>Start Date</u> Week: 07/23/12 Week: 07/30/12	End Date 07/29/12 08/05/12	<u>Weekdays</u> -1111 1	Spots/Week 4 1	Rate \$350.00 \$350.00	Rating 0.00 0.00						
27 KNXV 07/29/1	12- 07/29/12	Su 4pm/430pm Ne Su 4pm/430pm Ne		4-430pm/4 (4:00 PM-4		:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
*Tax 1 Note: Tax	0.5%.							<u> </u>	Totals	90 \$4	1,325.00